Typography 1
You will design UI of a new mobile weather app. Create typographic hierarchy with the following set of rules:

- Use **Verdana** as typeface
- Use scale
- You may use rotation of text
- Background is white and figure is black
- No gray scale (only black or white)
- No images/photos/illustrations
- No italics or weight (bold)
- Screen size is 750 × 1334px
- Use all the copy below:

  February 23, 2015
  Berkeley, CA 94720
  Monday Clear
  Precipitation: 0%
  Humidity: 62%
  Wind: 7mph
  68 F C
  Tuesday 64
  Wednesday 64
  Thursday 66
  Friday 66
Typography 1

Version 1

Typographic Hierarchy

Here, I use the Gestalt’s principle of proximity to show logical grouping. For example, ‘Monday’ and ‘February 23, 2015’ comprise the date component of the app.

The user’s eye is first drawn to the current temperature, which is probably what he/she wanted to see, using the app. Near that is the indication that today is a clear day.

The F and C can be toggled. The bigger ‘F’ denotes the user’s current selection.

Other facts about precipitation etc. can be found beneath the temperature.
Typography 1

Version 2

Emotional

Version 2

Playful.

This version has a lot more variation in the spacing and alignment. The emotion of playfulness is evident in the way the text is placed. It is almost as though the UI is teasing the user to play with it. Sometimes it is straight and the very next moment is switches gears.
February 23, 2015 Monday

Berkeley CA 94720

Clear 68°F

Precipitation: 0%
Humidity: 62%
Wind: 7mph

Tuesday Wednesday Thursday Friday
64 64 66 66